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## **SINCERE WATCH (HONG KONG) LIMITED**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 444)**

### **SUPPLEMENTAL ANNOUNCEMENT**

Reference is made to the announcement of the Company dated 7 August 2025 (the “**Announcement**”) in relation to the Arbitration decision. Unless the context requires otherwise, capitalized terms used in this announcement shall bear the same meaning as defined in the Announcement.

In light of the challenges by Multicontinental against SBML and the disputes between them, the Group has actively sought alternatives to avoid reliance on single trade brand. As disclosed in its annual report for the year ended 31 March 2024, the Group has entered into two agreements with a Swiss watch brand, Corum, in March and April 2024. The Group entered into a distribution agreement with Montres Corum Sarl, a renowned global designer, manufacturer, and marketer of Swiss luxury timepieces. This agreement grants the Group exclusive distribution rights in Taiwan for the Corum brand, encompassing the distribution, advertising, promotion, and sale of Corum timepieces and jewelry. Additionally, the Group has entered into a retail agreement with Corum (Hong Kong) Limited, appointing the Group as a retailer of Corum timepieces in Hong Kong and Macau SAR. These agreements aim to leverage the Group’s extensive retail network and market expertise. The Group is also in negotiations with several premium European watch brands, aiming to secure exclusive distributorships that will enhance product offerings and meet the sophisticated demands of customers, though in light of the global economic uncertainty, the Group has been acting in a prudent way in negotiations.

The Group will also look for other business opportunities aiming to improve its revenue basis.

In respect of those FM products in its inventories, the Group will dispose of the remaining FM products in its inventories (other than those consigned products which would be returned) subject to market conditions.

Since the initiation of the arbitration concerning the dispute between SBML and Multicontinental, the Group has been acting prudently to avoid overreliance on the EDA between SBML and Multicontinental. The current business operations of the Group no longer solely rely on the FM trademark. As such, the Company considers that the Arbitration decision has no material adverse impact on the current business operations and financial position of the Group as a whole.

**Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.**

By order of the Board  
**Sincere Watch (Hong Kong) Limited**  
**Zhang Xiaoliang**  
*Chairman and Chief Executive Officer*

Hong Kong, 29 August 2025

*As at the date of this announcement, the Executive Directors of the Company are Mr. Zhang Xiaoliang (Chairman and Chief Executive Officer), Mr. Yang Guangqiang and Mr. An Muzong; the Non-executive Director of the Company is Ms. Lu Weina; and the Independent Non-executive Directors of the Company are Mr. Yu Zhenxin, Mr. Zong Hao and Mr. Hong Sze Lung.*